

Taster Tuesday Series

 Public

Name of Assessment Project: Taster Tuesday Series

Name(s) of Person(s) Responsible for Assessment Project: Out of State and International Student Outreach Coordinator (Shawn Fore)

Email Address: sfore@ucsd.edu
Phone Number: (858) 822-6978

Other Contacts:
Providing Department: Sixth College

Other Units/Departments Involved in Assessment Project:
Program, Service, or Event Related to Assessment Project:

Department Overview:

As the number of out-of-state and international students increases, UC San Diego has adopted new initiatives to meet the unique needs of these student populations and increase student satisfaction. The Outreach Coordinator Department works in the colleges to assist non-resident students with transition to UC San Diego and helps these students get acclimated to campus life and California culture. The focus is on international and out-of-state students, but Coordinators also outreach to California students as well to create campus community and give students the opportunity to meet others from diverse cultures and backgrounds.

The Outreach Coordinators conduct student needs assessments and provide support through outreach, marketing and introducing campus resources to students. They also implement campus wide and college programming and events to connect non-resident students with each other, increase interactions between domestic non-resident students, and introduce non-resident students to the local San Diego and greater California regions. Housed in the colleges, Shawn Fore is responsible for Sixth, Revelle, and Warren Colleges and Malina Doherty is responsible for Marshall, Muir, and Roosevelt Colleges.

Program, Service, or Event Related to Assessment Project:

Most international and out-of-state students come to UC San Diego to obtain a distinguished degree and also to expand their knowledge through diverse experiences. With such a large non-resident student population, it is important to respect cultural differences and to learn from the diversity that exists among UC San Diego's campus. The Outreach Coordinator department assists non-resident students in acclimating to California culture, but also provides opportunities for students to meet other student from various backgrounds and cultures.

The Taster Tuesday series highlighted a different topic each week. The program was designed to provide students with the opportunity to practice conversational English while learning about different aspects of American culture, meeting other students, and connecting with the Outreach Coordinators. Traditional American food was also served each week to give students an opportunity to experience a American culture in addition to hearing about it.

Assessment Project Description: The objective of this assessment was to compile a comprehensive satisfaction review and value of students attending the weekly Taster Tuesday series. Students were given the opportunity to anonymously express their satisfaction with each individual Taster Tuesday event. The evaluation requested demographic information of student, satisfaction rating, and free response from students on what they liked/did not like from event. The Outreach Coordinators distributed hardcopies of the assessment instrument at the end of each Taster Tuesday series. Data from all paper assessment were uploaded manually to Excel. The results of this assessment were used to determine the value of the Taster Tuesday series series and to make improvements to the program for the upcoming quarters.

The main purpose of the assessment project was to assess:

- Number of participants attending the event
- Benefit of participation in event (increase in awareness and/or sense of belonging to UCSD)
- If students would attend other similar culture-related events in the future
- If program/event allowed students to connect with other students from their home state, country, or region
- Students satisfaction with Taster Tuesday series

Unit/Program Specific Goals and Learning Outcomes: As a result of participating in the Taster Tuesday series, students will be able to:

- Report an increase in their sense of belonging to UC San Diego
- Report an increase in awareness of American culture
- Connect with other students from their home state, country, or region
- Be satisfied with Taster Tuesday events

Relationship to Student Affairs Learning Outcomes: Advance a Plan for Personal, Academic, and Professional Success, Promote Social Justice and Community Responsibility
Assessment Project: 1/14/2014

Start:
Assessment Project End: 3/11/2014

Population/Sample: 55 students attended the weekly Taster Tuesday series over the Winter quarter 2013. 38 attendees completed the assessment providing a 69% response rate. Participants consisted of a range of residency statuses – out-of-state students, international students, and California resident students. All 6 UC San Diego colleges and all levels of the student body were represented.

Total Students Served: 55

of International Students Served: 45

of Out-Of-State Students Served: 5

of California Students Served: 5

Type of Assessment: Satisfaction study

Other Assessment

Type(s):

Assessment Methods: Surveys

Other Assessment

Method(s):

Data Collection Tools: Hard-copies of the survey were distributed at the end of each weekly Taster Tuesday series by the Outreach Coordinators. Students were given the opportunity to anonymously express their satisfaction with each Taster Tuesday event. The evaluation requested demographic information of student, satisfaction rating, and free response from students on what they liked/did not like from event.

Data Analysis Methods: Data from all paper assessment were compiled and uploaded manually to Excel by Outreach Coordinators.

Presentation of Findings: The results of this assessment were used by the Outreach Coordinators to analyze the benefit of holding such cultural programs for students and to improve the Taster Tuesday series for the following quarter based on student feedback. Assessment results were also shared with the Non-Resident Student Engagement (NRSE) committee.

Progress: 100%

Link Assessment Project in Campus Labs Baseline :

Name

Source

No items to display.

Summary of Findings: The main purpose of the Taster Tuesday series assessment project was to assess the following. The data provided the following results:

- Participant demographic information
 - 55 student participants
 - 70% of attendees were International students
 - 10% of attendees were Out-Of-State students
 - 20% of attendees were California resident students
 - Students attended from all 6 UC San Diego colleges
 - Students from every grade level represented
- Benefit of participation in event (increase in awareness and/or sense of belonging to UCSD)
 - 85% of participants agreed or strongly agreed they gained an increase in awareness of other cultures
 - 85% of participants reported an increase in their sense of belonging to UCSD
- If students would attend other similar workshop-related events in the future
 - 100% of participants were satisfied (or higher) with series
 - 90% of participants stated they would recommend a similar cultural-related event to a friend
- If program/event allowed students to connect with other students from their home state, country, or region
 - 43% of participants met at least 1 new person at each series event
 - 50% of participants were able to connect with international students
 - 17% of participants were able to connect with out-of-state students
 - 32% of participants were able to connect with California-resident students

In addition to findings directly correlated with learning outcomes, the assessment also illustrated the following results:

- 67% of students heard about the Taster Tuesday series via weekly email
- 50% of participants agreed that the meaningful conversations were the best part of the Taster Tuesday series

Impact of Assessment: The assessment results were viewed by the Outreach Coordinators for analysis. Assessment results were also shared with the Non-Resident Student Engagement (NRSE) committee. The findings were used to:

- Improve the cultural-related programs for the following quarter based on student feedback
- Increase awareness and advertising of Taster Tuesday series among international and out-of-state students to increase participation and knowledge of requirements

Lessons Learned: The assessment results identified key findings of student satisfaction, benefit of participation in event, and student interest in attending similar events in the future. Attendance for the Taster Tuesday series was fairly low possibly due to lack of marketing and/or overall the majority of students are not interested in learning about American culture topics. The Outreach Coordinators planned to revamp this series to highlight other cultures in addition to American culture so that non-resident students can share their experiences from their home regions and learn about other cultures. Also, the Taster Tuesday series might be more popular with non-resident students as they arrive on campus in the Fall quarter to get them acclimated to California life. For future cultural programs, the Outreach Coordinators plan to be more strict in distributing and collecting surveys from all student participants so they can receive a higher response rate and obtain more accurate data. Surveys will be implemented for future cultural programs and compared with these existing findings.

Supplemental Information:

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